

WHAT IS CLAIMED IS:

1  
2 1. A shoe sole for a shoe and other footwear,  
3 particularly athletic shoes and including street shoes, comprising:

4 an upper, foot sole-contacting surface of the shoe sole that  
5 is **shaped to conform** to the shape of at least part of a sole of a  
6 heel of a wearer's foot, including at least part of an underneath  
7 sole portion and at least one side portion of the foot sole;

8 the shoe sole is characterized by said at least one conforming  
9 shoe sole side portion having a thickness **and density** which varies  
10 from a uniform thickness and density by **not less than 5 percent nor**  
11 **more than 25 percent**, when measured in transverse plane cross  
12 sections;

13 the shoe sole thickness varies when measured in sagittal plane  
14 cross sections and is greater in a heel area than in a forefoot  
15 area;

16 the thickness **and density** of the shoe sole, which varies from  
17 a uniform thickness and density by not less than 5 percent nor more  
18 than 25 percent as measured in transverse plane cross sections, --  
19 extends from the underneath sole portion through the conforming  
20 side portion at the **heel** at least through a sideways tilt angle of  
21 **20 degrees**.